

"THE LIBERAL"

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 J. E. SMITH, M.P., Publisher

ONTARIO TRAFFIC TOLL

In the 366 days of leap year 1948, motor vehicle accidents killed an average of two persons every day in Ontario. This has happened now for two consecutive years, although, despite 1948's traffic growth, the preliminary count of 729 known dead is just one percent lower than 1947's toll of 734 and about nine percent lower than 1941's all-time record of 801 lives lost.

In view of the long odds against improvement in traffic safety — more drivers, vehicles and visitors to the province, much greater mileage driven and even a larger total number of accidents reported — last year's slight drop in the actual number of deaths represents a greater proportionate drop in death-rates on a basis of either mileage or registration.

The first six months of the year accounted for the greater portion of last year's improvement, with the half-year death-toll 10 per cent below that of 1947's first half. However, this was all but cancelled by increases during heavy July and August traffic, and later by November's record of multiple-death accidents including a single bus crash that resulted in the death of seven persons.

Once again pedestrians were the greatest sufferers in fatal accidents; passengers made up the next largest group, while drivers were the least affected. The vast majority of accidents happened in cleared weather, on good, dry road surfaces, and they involved cars and drivers with no apparent mechanical or physical effects. "Speed too fast for road or traffic conditions" contributed to more accidents than any other driver action reported.

GET-OUT-THE-VOTE

In the 1947 municipal elections in Bowmanville, Ontario, 30% of the voters went to the polls. Over the years the turn-out of electors averaged 25%. So when 80% of those eligible to vote came out to cast their ballots in the municipal election held last December 6th, it was obvious that something new had been added.

That "something new" was the "Get-Out-the-Vote" campaign put on by the Bowmanville Chamber of Commerce. The Canadian Statesman of Bowmanville, commenting on what is believed to be "the greatest municipal vote in the history of the town," gives chief credit to the Chamber, which "carried the thing through by providing a fleet of cars to haul voters to the polls and really gets credit for the mass voting."

LETTERS FROM THE PEOPLE

BELL PLANS FOR FUTURE

Mr. J. E. Smith, Publisher
 The Liberal, Richmond Hill, Ont.
 Dear Mr. Smith:

The plans for our 1949 advertising have just been completed.

Though 1948 was a record breaking year which saw the installation of over 12,000 new telephones a month, the demand for more telephones and more telephone service continues unabated. Again, during 1949, we will direct all our efforts to provide the buildings, equipment and personnel required to meet the expressed demand for local, long distance and teletype service.

Today, with our costs at an all time high, just as they are in the newspaper business, we are rather proud that it has not yet been necessary to change the basic telephone rates established 22 years ago, even though the number of telephones has more than doubled.

We remain convinced that newspaper advertising deserves a large share of the credit for the public understanding of what is being done to provide more telephone service. We plan to continue to advertise in regular daily and weekly newspapers using even more "localized" advertisements than in the past to tell our story.

May I thank you for the excellent reproduction of Bell advertisements and for the good position they regularly receive. Your co-operation is greatly appreciated and our agency will be forwarding the 1949 contract to you shortly.

Yours very truly,
 R. C. Scrivener,
 Advertising Manager Bell Telephone Co.

POST OFFICE APPRECIATES CO-OPERATION OF THE PEOPLE

The Editor,
 The Liberal.

Dear Mr. Smith:
 In reviewing reports from our Postmasters in all parts of Canada on the handling of the Christmas mails this year, I have been deeply impressed by the co-operation extended to the Post Office by the public in mailing early.

The Christmas mail volume was unprecedented in most Offices, exceeding greatly last year's record totals. Despite this, the fact that the great bulk of this huge quantity of mail was posted before December 20 assured orderly and expeditious handling by the augmented staffs we had at work. This happy situation made it possible for us to have most Offices clear of Christmas mail by Christmas Eve, with the exception of some foreign mails which arrived late in the day.

It is true that the Department itself carried on a very intensive mail early campaign throughout Canada

Houses Wanted

In All Price Classes
 We have a large number of waiting clients for houses in the district.

DAVID McLEAN

Real Estate & Business Broker
 Thornhill Office, Phone 12
 Evenings Mr. Overbury 48W

GORMLEY

Mr. and Mrs. D. Empringham and Harry had dinner last Tuesday with Mr. and Mrs. Bruce Empringham. We are glad that Mr. Eldon Brillinger is recovering from his recent tonsil operation. Rev. and Mrs. I. Brubacher and Miss Myrtle Sider visited on Mon-

day with Mr. and Mrs. Allan Doner. Rev. and Mrs. A. G. Doner were entertained on Sunday in the home of Mr. and Mrs. F. Harvey. We wish a speedy recovery to Mr. John Sider who is confined to his bed with a heart condition. Mrs. Jos. Steckley visited on Friday with Mrs. S. Doner. Mr. Wesley Steckley of Stouffville

is visiting among friends and relatives here for several days. Mr. and Mrs. C. James and David had Sunday dinner with Mr. and Mrs. A. Leek. Mrs. Harry Bennett called on Mrs. Harry Forrester of Victoria Square on Sunday. Mrs. Helen Henry was entertained by Mrs. Ida Leary Saturday evening

TOMENSON, SAUNDERS, SMITH, & GARFAT LIMITED
 12 Wellington St. E., Toronto Phone AD. 0467
DEPENDABLE INSURANCE SERVICE
HERBERT R. BUTT
 District Representative
 18 Elizabeth St. RICHMOND HILL Telephone 25-R

STORM SASH
 PROMPT ATTENTION GIVEN TO YOUR STORM SASH REQUIREMENTS. ALL WORK GUARANTEED. FREE ESTIMATES.
UNIONVILLE WOOD PRODUCTS
 PHONE UNIONVILLE 128W

SAFETY GLASS
 WINDSHIELDS AND DOOR GLASS INSTALLED
PARIS AUTO SUPPLY LTD.
 Auto Wreckers
 Richmond Hill Phone 86

SKATING
 — AT —
RICHMOND HILL ARENA
 Every Monday, Wednesday and Saturday Evening
 7:30 TO 10:00 P.M.
 Monday Evening — Old Timers Skating
 Ages 16 to 60
C. C. MABLEY
 Chairman Arena Commission

Do You Need a Bathroom or a Hot Water Heating System?
 We can install complete units with guaranteed work under a time payment plan.
 The down payment is only 10% and the terms are easy, spread over a period up to two years.
Richmond Hill Plumbing & Heating
 Phone Richmond Hill 296W
 82 Yonge Street P.O. Box 119

FOLLOW THE MASTER PIG FEEDING PROGRAM
Balance Your Pig Feeding Program with
 the following MASTER feeds. These feeds can be depended on to give "Results That Count."
 MASTER PIG STARTER
 TARGET PIG GROWER
 MASTER SOW & PIG CONCENTRATE
 MASTER BROOD SOW RATION
 It pays to feed a balanced ration.
W. R. Dean
 THORNHILL
 Phone 54, We deliver
FEEDERS WHO KEEP RECORDS EVENTUALLY BUY MASTER



Canada's banks have 7,000,000 bosses

Your bank account is one of seven million. You keep it in the bank of your choice. A bank exists by the confidence of its depositors. You're the boss.

YOUR banks operate under charters granted by Parliament, which every ten years reviews and revises them.
 Above all, the depositor is the controlling factor—the safety of depositors' funds is a bank's first concern. As a depositor exercising your free choice—yours is the power which keeps the bank alert to your needs.

And it works out. Impartial authorities have called Canada's banking system one of the soundest and most efficient in the world.

Contrast this Canadian way with conditions in lands where freedom is denied—where every bank is a political tool, every banker a State official! State monopoly of banking, proposed by socialists here, would open your banking transactions to political intrusion.

SPONSORED BY YOUR BANK

in the month before Christmas, but I do feel that some of the credit must go to the newspapers of the country, who through brightly written news stories, special articles and editorials, brought to the public a greater understanding of our problem. I would be remiss indeed if I did not make suitable acknowledgement of this assistance, and I know that I speak for everyone in the Postal Service in saying "thank you", and expressing our best wishes for the success of your publication throughout 1949.

Yours sincerely,
 W. J. Turnbull,
 Deputy Postmaster General.

Look out when it's dark out; whether you're driving or walking. You don't want to be a dead pedestrian — and you don't want to be responsible for killing one either. When walking, think for two — the driver and you. When driving, think for two — the pedestrian and you.

Andrew E. Snider
 General Insurance
 Life, Fire, Automobile & Casualty
 Prompt Personal Attention
 Box 100 MAPLE Phone 100

You Are Invited To Attend
COOKING SCHOOL
 Featured in Simpson's Homemaker's Show, January 13th to 26th
 MAIN STORE — TORONTO — SIXTH FLOOR
 Sponsored By **GURNEY FOUNDRY LTD.**
 Featuring **MOFFAT'S LTD.**

 "THE MODERN PLANNED KITCHEN OF YOUR DREAMS"
The Ad-A-Unit Kitchen
 By **MODERN PLANNED KITCHENS LTD.**
 TORONTO — NEUSTADT
 Watch the Daily Papers For Full Particulars